

Innovative Advertising  
403 N Columbia Street  
Covington LA 70433

Jim Davis/ R/ NC State Senate  
Submission Number 399 Issue 1



WSPA-TV

250 International Dr.  
Spartanburg SC 29303-6698  
(864) 576-7777 FAX (864) 587-4480

Original

Client:	Jim Davis/ R/ NC State Senate	Submission Cost:	6350	Campaign Ref:	E:063860370
Buyer:	Senate	Client/Product/Estimate:		Sales Rep:	HRP Washington, DC
Schedule Dates:	10/15/12 to 10/28/12	Weeks:	2	Order Ref:	06386037
Est./PO Number:	06386037	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Jim Davis Sd50	Booking Group:	WSPA	Key Market:	Greenville Spartanburg Asheville
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	10/22	Total	Cost
1	Sun 9a ET / 8a CT CBS Sunday Morning News .....S	04	275	30 Comme	Nbr of Spots	1	1	275
3	M-F 9a Dr Phil MTWTF..	05	150	30 Comme	Nbr of Spots	5	5	750
4	M-F 10a Your Carolina MTWTF..	05	75	30 Comme	Nbr of Spots	5	5	375
8	Thu 10p ET / 9p CT Elementary ...T...	05	2000	30 Comme	Nbr of Spots	1	1	2000
9	Fri 10p ET / 9p CT Blue Bloods ...F...	05	1200	30 Comme	Nbr of Spots	1	1	1200
11	Sun 1p ET / 12p CT NFL On CBS .....S	04	750	30 Comme	Nbr of Spots	1	1	750
12	Sat CBS NCAA Football .....S.	04	1000	30 Comme	Nbr of Spots	1	1	1000
Weekly Totals: Total Spots(Ord Spots)					2	13	15	

Grand Totals

		Month 10 Weeks: 4	
Totals		10/15	10/22
Spots	15	2	13
Cost	6350	1025	5325

Grand Totals:

Spots:	15
Gross Total:	6,350.00
Commission:	952.50
Net Total:	5,397.50